

03/16/2003 04:53:50

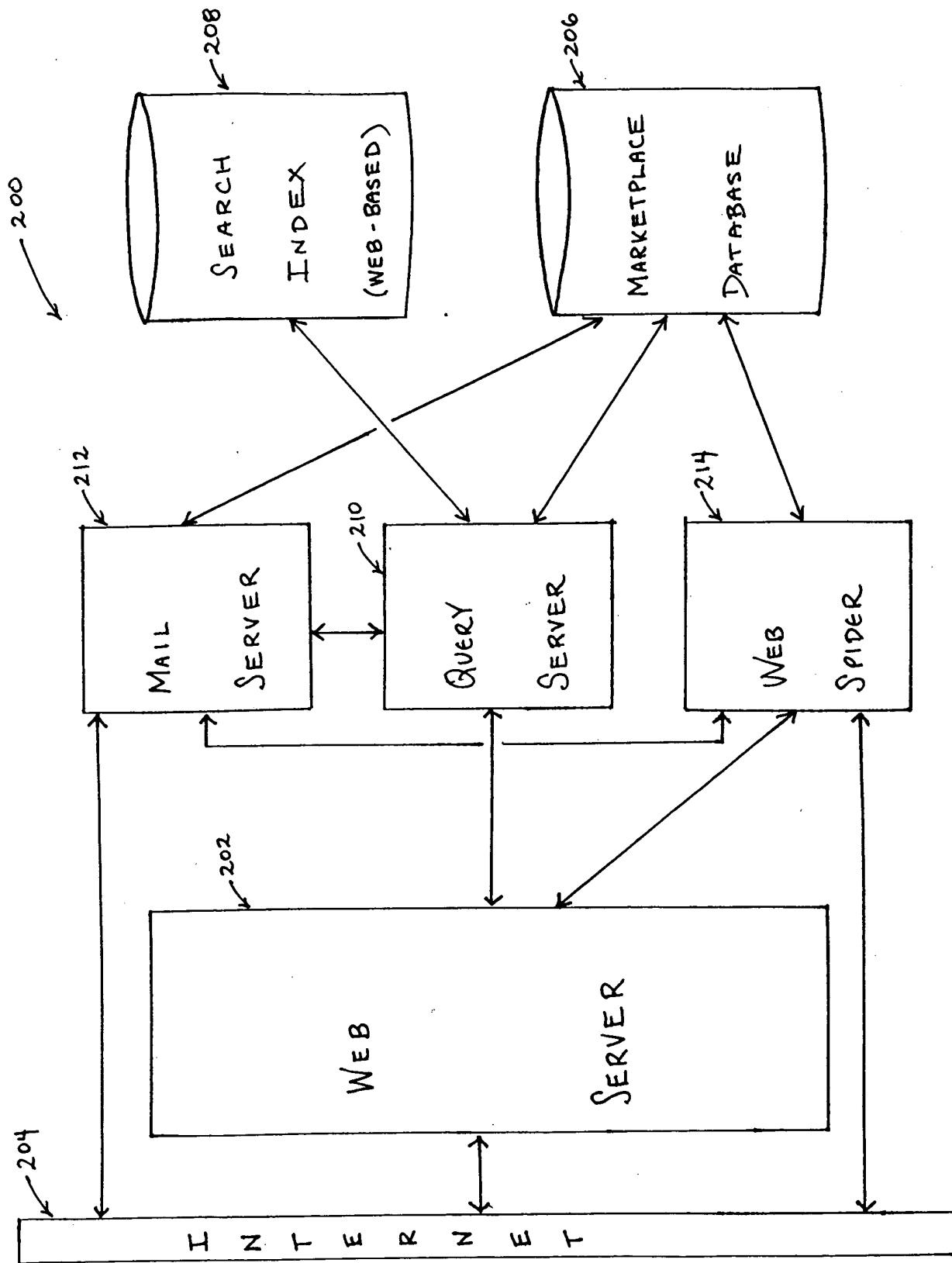


FIG. 2

300

DYNAMIC DATA
SEARCH DIRECTORY DATA
AFFILIATE DATA
BRANDED AFFILIATE DATA (Masthead, Navigation Panels, Rollovers)
CONSUMER OPT-IN DATA
MERCHANT PROFILES WITH KEYWORD BID DATA
KEYWORD-BID TABLES

318

RECENT Click-THRU'S
IP ADDRESSES
COOKIES

316

AFFILIATE NAME
URL
CURRENT BALANCE
REVENUE HISTORY
LIST of VISITORS
PREPARIATION WARD
AMOUNT PAID/click
BRANDED AFFIL. (?)

322

CONSUMER LISTS
CONSUMER
E-mail
Associations
IP ADDRESS
NEWSLETTERS
PROMOTIONS
ADVERTISEMENTS

320

MERCHANT NAME
USER NAME
PASSWORD
CONTACT INFO.
E-MAIL ADDRESS
FINANCIAL DATA
URLS
ACCOUNT STATUS

326

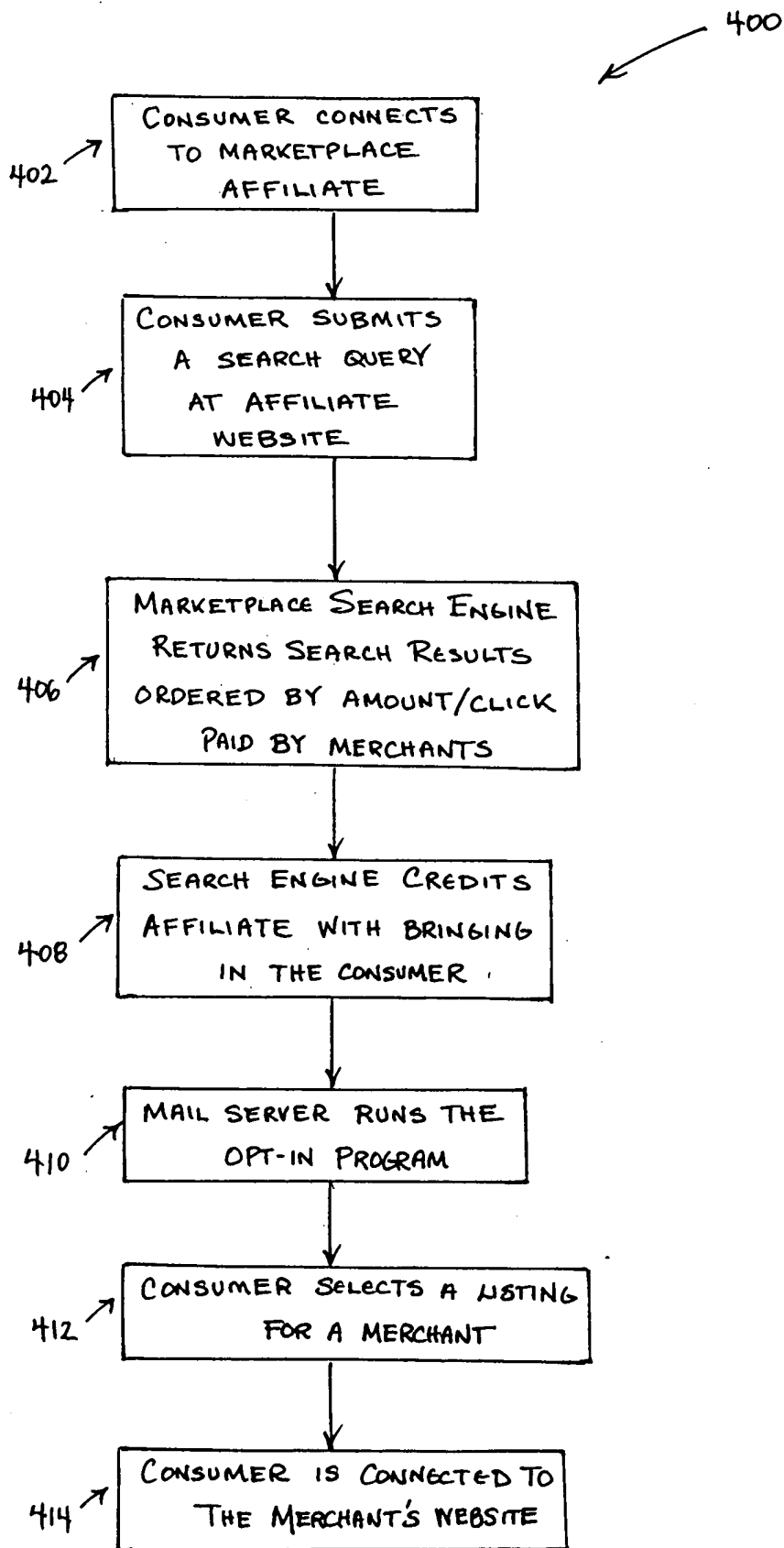
SITE NAME
URL
KEYWORD
DESCRIPTION
AMOUNT/CLICK
PROXY BID
PROXY POSITION
ACCOUNT BALANCE
TRAFFIC
BID DATE
BANNER GRAPHICS

324

SEARCH RESULTS (URL, Amt/click, description)
BANNERS (URL, BANNER Content, Amt/Impress)
Opt-in Flag

KEYWORD

FIG. 3



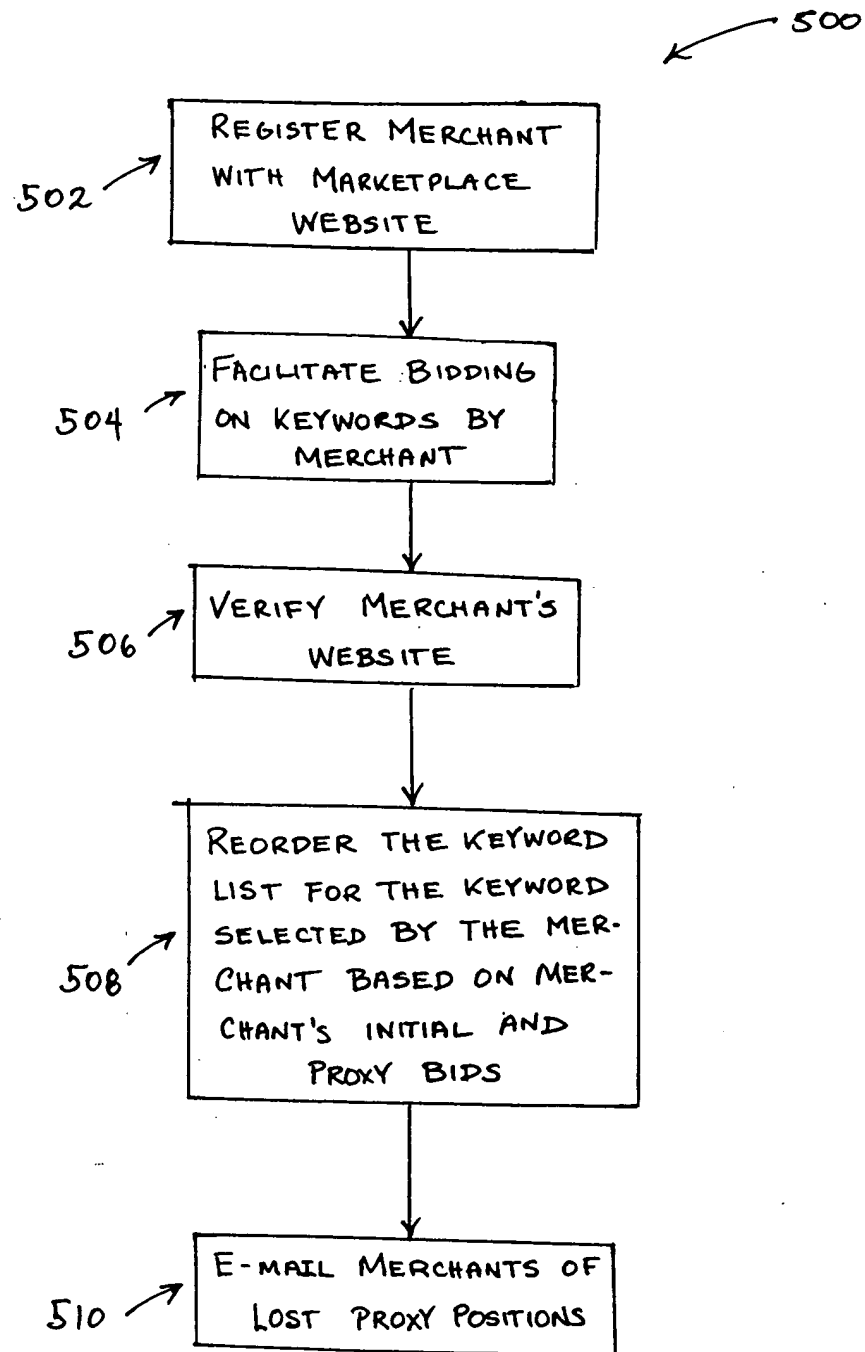


FIG. 5

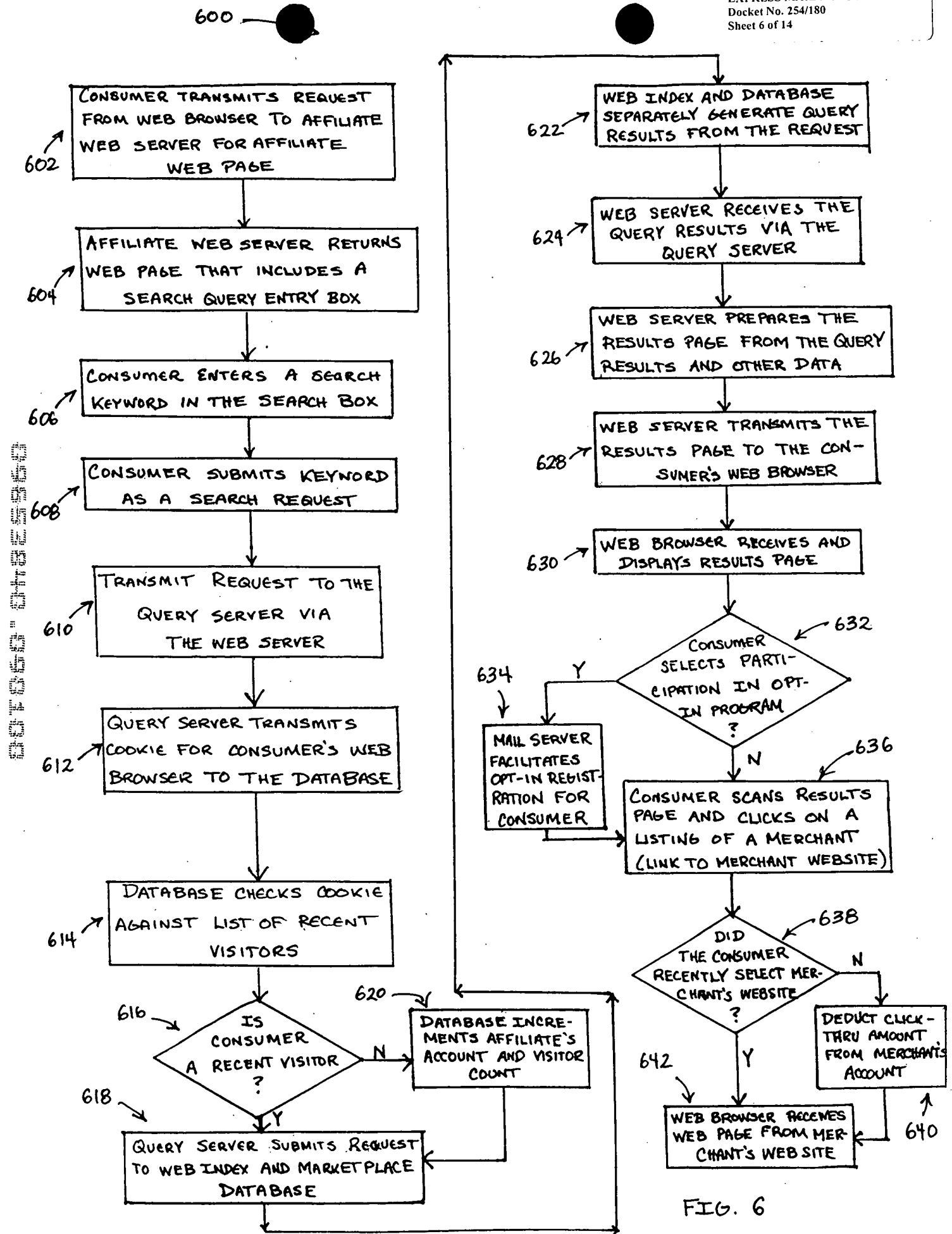
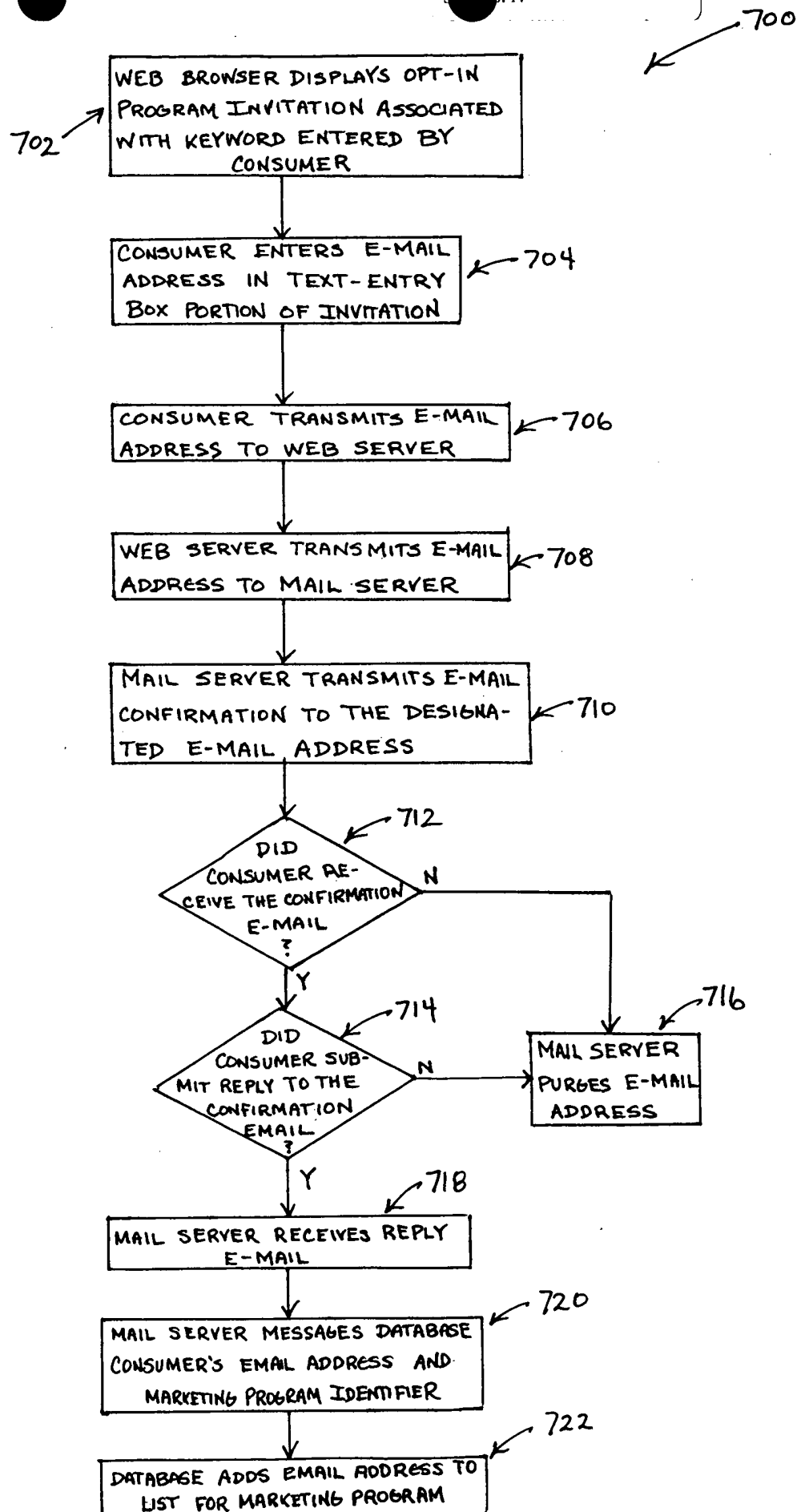


FIG. 6



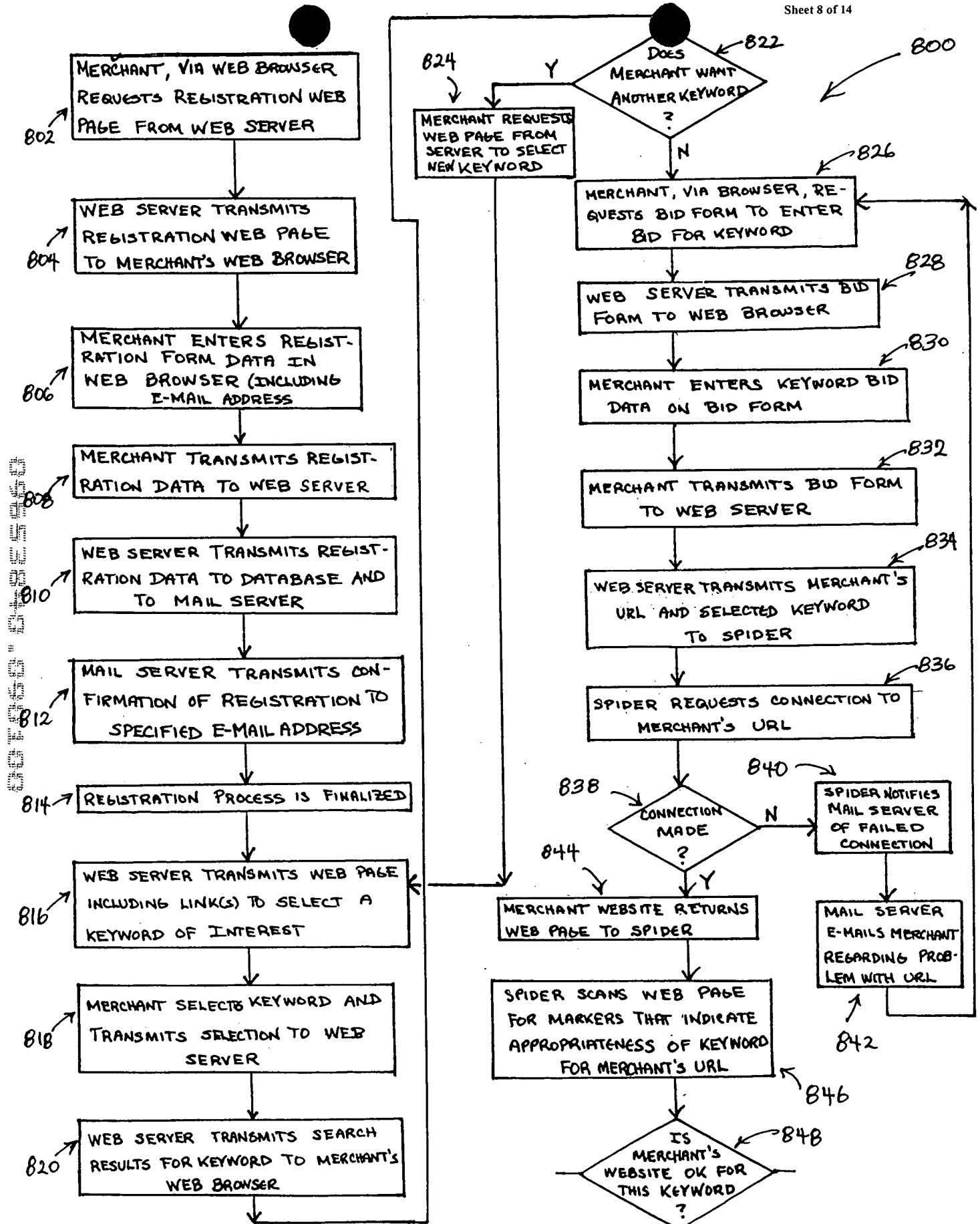


FIG. 8A

[CONT. ON FIG. 8B]

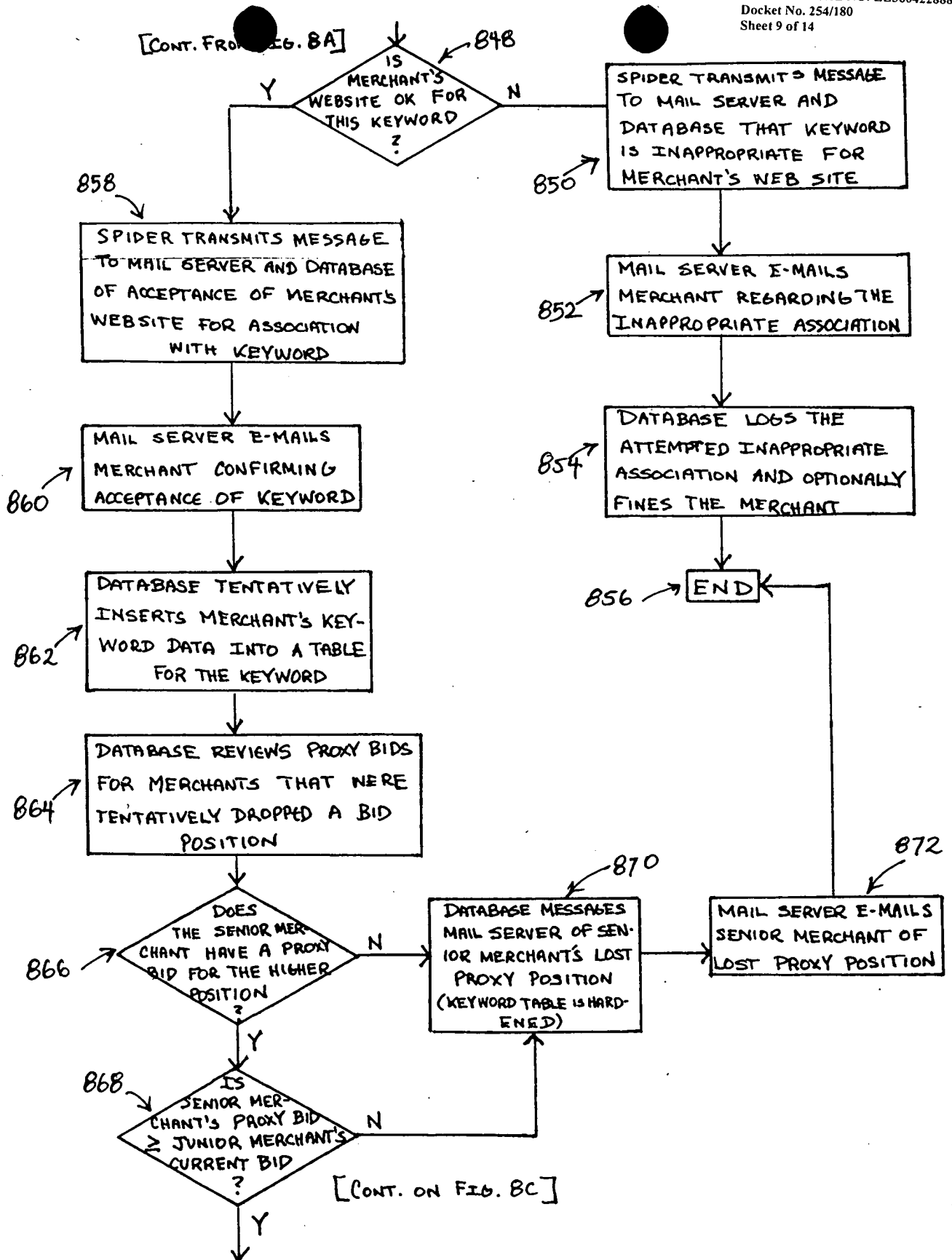


FIG. 8B

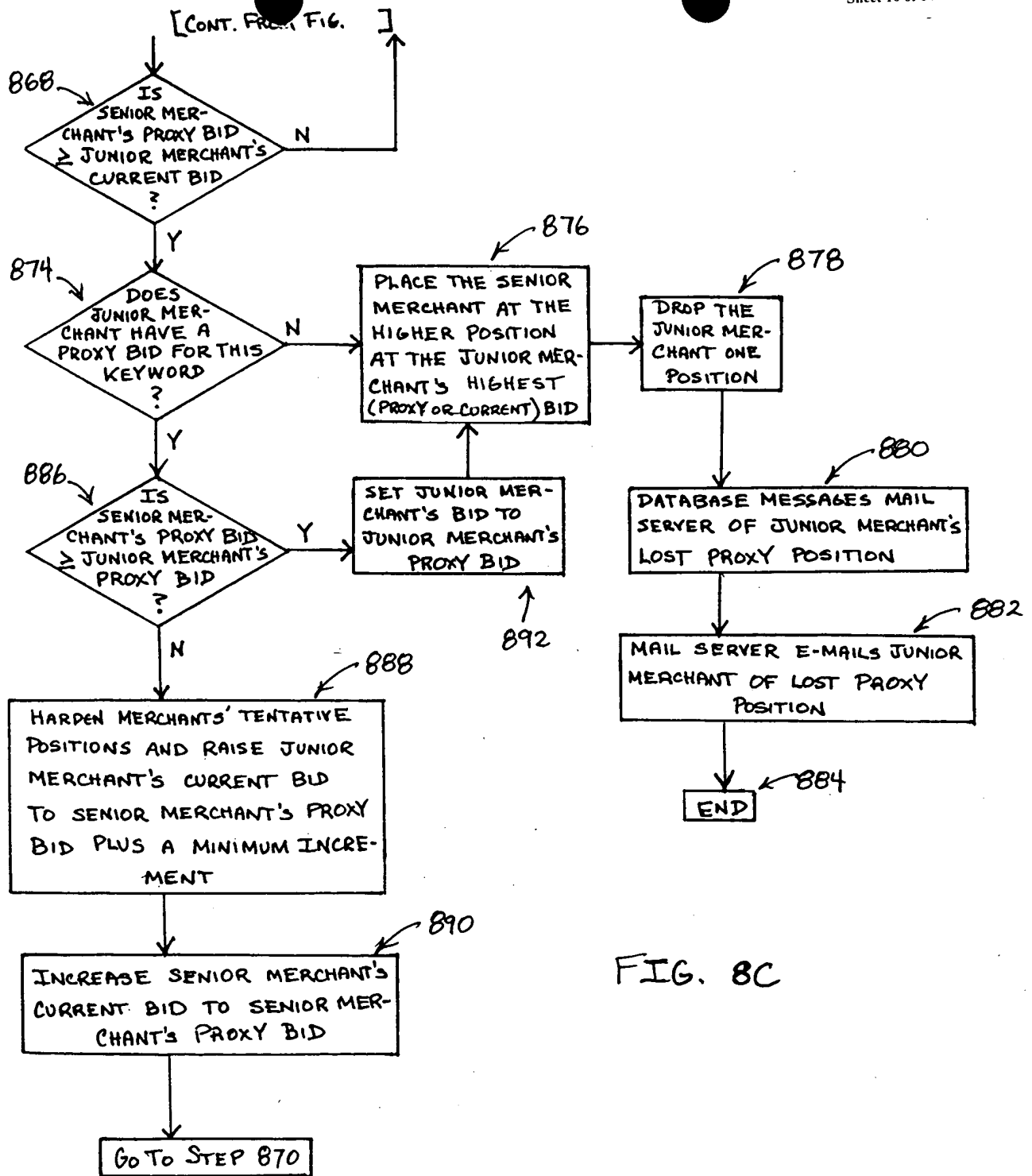


FIG. 8C

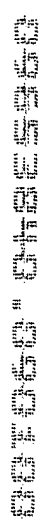





FIG. 9





[ADD YOUR URL](#)
[MANAGE BIDS](#)
[AFFILIATES](#)
[HELP DESK](#)

GET A PRICE




Your search for "cars" returned 5 categories, 75 premium listings, 210 sites, and 15,873 pages.
[Click here to sign up for a weekly newsletter about cars.](#)

Search again for:  enter search terms here 


CATEGORY HEADINGS

1. Recreation: Autos (2 matches)
2. Recreation: Models: RC: RC Cars (20)
3. Recreation: Models: Scale: Cars (26)
4. Regional: Europe: United Kingdom: Business and Economy: Motoring: Dealers (60)
5. Sports: Auto Racing: Sprint Cars (4)

PREMIUM LISTINGS

1. **Cars At CarsDirect**
Your online auto store. Research, price, purchase your next car at CarsDirect.com.
[ad.doubleclick.net](#) (Cost to advertiser: \$1.24)
2. **Want to Buy or Sell a Vehicle?**
Come to iWant.com. Want to buy? Tell us what you want -- and let it come to you. Looking to sell? Find qualified buyers ready to make a purchase. iWant.com makes buying and selling easy!
[go.iwant.com](#) (Cost to advertiser: \$1.24)

FIG. 10A





SOTHEBYS.COM
 Fine Art • Decorative Arts & Antiques • Jewelry & Watches • Books

[Home](#)
[Portfolio](#)
[Stocks](#)
[Funds](#)
[Bonds](#)
[Markets](#)

[CNBC TV](#)
[Tools](#)

Your search for "cars" returned 5 categories, 75 premium listings, 210 sites, and 15,873 pages.
[Click here to sign up for a weekly newsletter about cars.](#)

Search again for:  enter search terms here 

Category Headings

1. Recreation: Autos (2 matches)
2. Recreation: Models: RC: RC Cars (20)
3. Recreation: Models: Scale: Cars (26)
4. Regional: Europe: United Kingdom: Business and Economy: Motoring: Dealers (60)
5. Sports: Auto Racing: Sprint Cars (4)

Premium Listings

1. **Cars At CarsDirect**
Your online auto store. Research, price, purchase your next car at CarsDirect.com.
[ad.doubleclick.net](#) (Cost to advertiser: \$1.24)
2. **Want to Buy or Sell a Vehicle?**
Come to iWant.com. Want to buy? Tell us what you want -- and let it come to you. Looking to sell? Find buyers ready to make a purchase. iWant.com makes buying and selling easy!
[go.iwant.com](#) (Cost to advertiser: \$1.24)

FIG. 10B

1100

search 123

Please Login.

Username: marti

Password: *****

Submit

FIG. 11

1200

search 123

ADD YOUR URL MANAGE BIDS AFFILIATES HELP DESK

CHASE PLATINUM BALANCE TRANSFER
APPLY HERE

Edit my Profile
Add a Keyword
Edit Keywords/Bids
Buy more traffic

Search News

June promotions! We will double your bids (up to \$200) until June 15, 2000.

Summary Stats

Active Accounts	5
Account Name	Marti
Account Balance	\$1224.94

FIG. 12

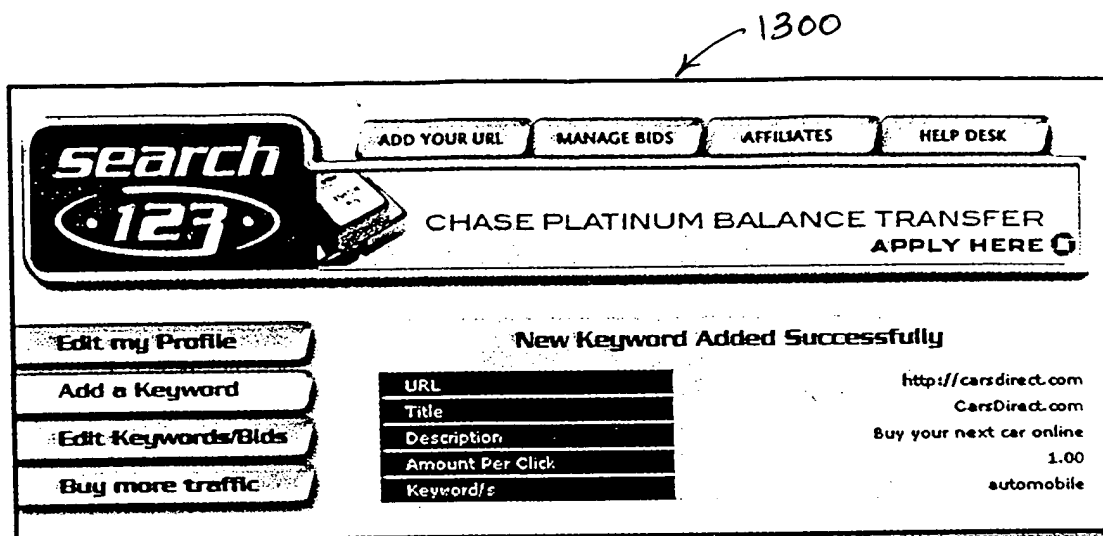


FIG. 13

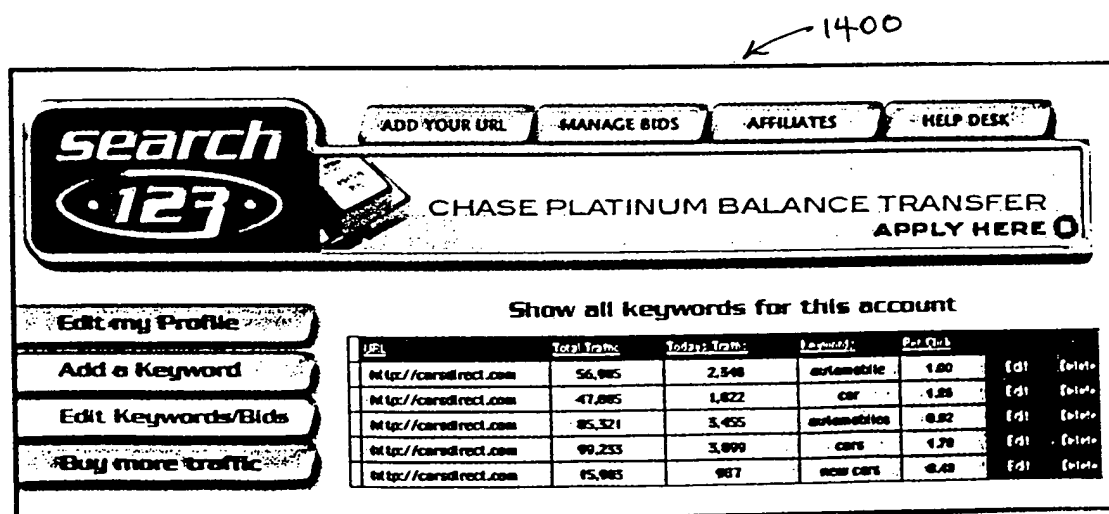


FIG. 14

037050 0405350